

## MARY WRIGHT PREPARES A SPEECH

(Continued from page 3, col. 4)

ments of facts. And remember, your listeners will believe facts without argument as soon as you utter them. If the goal of your speech is to arouse action or to persuade you will be giving opinions often. Your listeners may or may not accept your opinions as true. Their acceptance of your opinions will depend upon their past experiences."

"In my little experience in addressing meetings", interrupted Mary, "I have found that it is most important to know something of the past experiences of the audience. It is one of the important factors in making thorough preparation. Let's leave the problem of the speech itself and discuss analyzing the audience. I suppose we should be conscious of how we do it."

### Knowing the Audience

"Well, if we know the age of the group", replied Donald, "That will help some."

"Yes", said Mary, "age and youth make quite different demands on a speaker. Age demands more emphasis on reasons, more analysis of proposed plans and probable results than youth. The people who are in the transitory stage between youth and age may shift easily from great readiness to change, without regard for logical sequence, to decided conservatism. Most institute groups are made up of all ages and, therefore, it is harder to know what they are thinking than a group which is from 16 to 20 or from 60 to 70 years of age. And all individuals differ, so it is harder to talk to a group than to one person. It is harder to tune in on a group. The variety of responses is apt to confuse the person who is speaking. It shows how alert one must be."

"People who are in one profession and follow similar occupations", said Donald, "are easier to talk to than a group following many different lines of work. The occupation of a person not only stamps him physically but it also leaves an indelible influence on his mind. It moulds his outlook on life and his actions to a pattern. One should study the characteristics of the occupational group he is addressing. One must know the occupation of the group well if he is to make a good approach. It is wise to use illustrations that the group know."

### Social and Economic Positions

"I know rural groups very well", said Mary, "I should. I have lived with them all my life. I know what the farmer and the homemaker have to do, but even that is not enough. We have to know the section of the community we are going to address. In almost every community people are divided into groups because of their differing social and economic positions. Farms differ in productivity. Some are prosperous, some are not. One has to know the status of those in the group before preparing a speech."

"Further", said Donald, "one should have an idea of how much the audience already knows about the subject which is to be discussed. They may know little or much, and their information may be accurate or otherwise. The members of the group may be opposed, favourable or neutral in their immediate reactions to it. Some of them may have already made up their minds and nothing you can say will change them. Others may change their minds. Still others may reserve judgment. If you can find out what your listeners know about the subject and just what their attitude on the subject happens to be, you are in a position to plan your speech. Try to inspire those who are favourable, and win over those who are opposed."

"I think", added Mary, "that a speaker has an easier time if the audience likes her. However, it is more important to know what the

(Continued on page 4, col. 2)

## News Flashes From the Branches

**Kippen East, Huron Co.**—Is compiling the history of the local farms. Each member gives the history of her own farm when the institute meeting is held at her home.

**Cardinal, Grenville Co.**—Decided to clean up the park and old locks near by. A communication was sent to the Minister of Canals and Railways drawing attention to the need of cleaning up the locks, with the result that workmen were sent to remove the old gates and clean up the spot. The park is being beautified.

**Rosedale, Lanark Co.**—Featured debates during the winter and obtained the interest of men of the community. Good discussion followed such subjects as, "Resolved: That Canada should help England in event of war"; "Resolved: That efforts be made to keep the boy on the farm".

**Holly, Simcoe Co.**—Had an unusual roll call at the December meeting—"A Christmas radiogram of ten words to the world". Every one present answered either by a quotation or an original response. A comprehensive review of the project on Buymanship was given by the local leader.

**Snow Road, Lanark Co.**—Reports that the course in Home Utilization of Wool has created greater interest in quilt making and quilting. A number of quilts of high standard workmanship have been made. Knitting has been more popular and about 30 pairs of gloves have been made since the course was completed.

**Brussels, Huron Co.**—Had a roll call the first month of the year with the definite purpose of securing new members. Seven women joined who had not previously been members.

**Aughrim, Lambton Co.**—Featured a worthwhile meeting emphasizing school interests and music. The roll call response was a "Favorite Song" and a paper was given dealing with home and school co-operation. A local teacher gave an address on music in the school, which was followed by discussion.

**Bluevale, Huron Co.**—Has received a suggestion to provide a special period to practise using good English in conversation and to discuss English grammar and composition.

**Kars, Carleton Co.**—Was entertained by pupils of the Continuation School with a programme including choruses, readings and a debate on, "Resolved: That it is better for a child to be brought up in the country than in the city".

**Wales, Stormont Co.**—Observed International Day by visiting a Homemakers' Club in Messena, N.Y., and participating in their International Day. Then in the evening three branches met at Wales where an address was given on Peace Education. The characteristics of national music were demonstrated by two of the groups, one giving Scotch airs and the other folk songs of many nationalities.

**Beamsville, Lincoln Co.**—Presented a Life Membership Certificate to a member active in the institute for the past 30 years. Entered a float in the Coronation Parade and held a Coronation Tea. The branch has elected a convener on Home Improvement.

(Continued from page 4, col. 1)

audience thinks about the subject being discussed than about the speaker personally. But we must remember one of the facts of human nature is that people tend to believe or to agree with a person they love, admire and respect, and that people tend to take a stand against a subject being advocated by a person they dislike or distrust. If a group does not know you, they will likely be neutral and will be largely influenced by your discussion of the problem."

"Certainly, knowing one's audience", commented Donald, "is important in preparing a speech. Aunt Mary, we haven't yet discussed the organization of a speech. I am coming over next Saturday to do that with you."

**Scarboro, York Co.**—Held an unusually good meeting when the branch convener on home economics distributed pamphlets from the Dominion Department of Agriculture on "Meat" and invited the local butcher to come and explain the various cuts. The butcher also gave many helpful hints on buying and cooking the cheaper cuts of beef.

**Dixon, Stormont Co.**—Studied household buying under the title of "Making my Food Buying an Investment".

**Dickinson's Landing, Stormont Co.**—Had a roll call when each member gave a perennial flowering plant to the school as a contribution to their beautification project.

**Slate River, Thunder Bay District.**—Features, each month, something related to three of the standing committees. By this means the branch hopes to make the standing committees function.

**Upsala, Thunder Bay District.**—Has equipped and made readily accessible a medicine cabinet and first aid kit for use in the community.

**Stanley, Thunder Bay District.**—Studied Vegetable Cookery under the guidance of a trained local leader and find that the members now take a greater interest in serving two vegetables daily, one raw if possible. They are also interested in making vegetables attractive to children.

**Blackheath, Wentworth Co.**—Has placed a First Aid Kit in seven schools, and plans to add such things to the equipment as the teachers may think advisable.

**South Neebing, Thunder Bay District.**—Finds that the branch can be helped greatly by meeting with a number of other branches and the district officers to discuss their common needs.

**Ridgetown, Kent Co.**—Had a guest speaker who gave an address on Flag Etiquette.

**Holly, Simcoe Co.**—Has officers who arouse such interest in new projects that all the members are soon working.

(Continued from page 1, col. 4)

gramme. Miss McDermid pointed out that a home economics programme is not complete unless it includes the study of family relationships and the guidance of children. She felt that such work should be included in the Co-operative Programme in Home Economics as soon as the homemakers of Ontario were ready for it, and the funds were available to finance it.

Mrs. McDowell discouraged the playing of Bingo and Keyno at Women's Institute functions. Following enquiries from members of the Board, it was decided to obtain definite information concerning the progress of the Peace Garden before allotting money to a fund for upkeep.

The Board voted to contribute \$50.00 to help defray the expenses connected with the gift of the miniature to Her Excellency The Lady Tweedsmuir.

The Board decided that the present method of affiliating with the Associated Country Women of the World on the basis of \$50.00 a year is preferable to a direct membership assessment of a penny a member.

Mrs. W. B. Leatherdale reported that 255 hand books and 61,000 copies of song sheets had been sold. During the year the secretary wrote 1,000 letters.

Miss McDermid commended the development of Drama Institutes through co-operation with the Recreational Division of the Adult Educational Association of Ontario.

Mrs. McDowell explained that local Women's Institutes should not respond to requests for relief received from a distance before such requests were investigated by the Department. If the requests were found to be legitimate, the Board would finance the transportation of bales of clothing.

## CONVENTIONS LASTING INFLUENCE

(Continued from page 1, col. 3)

and the discussion of the handicraft exhibit were profitable features.

Ottawa and Toronto areas were honoured with the attendance of Her Excellency The Lady Tweedsmuir whose charming personality and genuine interest in institute work have gained for her a warm place in the hearts of our women. On both occasions the addresses of Her Excellency were full of inspiration and incentive. A happy feature of the Ottawa area is the Officers' Tea. By this means all the officers in the area meet and have an opportunity to become better acquainted and enjoy an interchange of ideas.

Kingston met this year at the La Salle Hotel and all sessions were held in the new auditorium. Enthusiasm and interest were evident in the discussions which followed the reports and addresses, giving evidence of constructive thought. The lecture on Beautifying Home Grounds was in keeping with the slogan for better standards of living proposed by the National Convener of Agriculture at the F.W.I.C. Biennial. This slogan was "More science in the kitchen garden and more planned beauty in the home surroundings". A representative delegation from a neighbouring area was warmly welcomed to the sessions.

### Joint Sessions With F.W.I.C.

The joint sessions arranged in connection with the F.W.I.C. 10th Biennial, made the Central Ontario convention at Toronto the focus for institute members and friends from all areas in the province; they came to extend a warm welcome to the notable guests and speakers. The promotion of health and child welfare was stressed here, as elsewhere, and the spirit of goodwill and service prevailed throughout.

As in all conventions there was the desire for better methods in promoting peace education. The reports indicated that outstanding speakers particularly fitted to handle this subject had been secured in some areas.

Splendid demonstrations by the Juniors made us feel proud of the ability and initiative of these young girls who are the institute leaders of to-morrow.

### Good Leadership Evident

Efficient leadership was noted in all areas and an earnest desire for greater knowledge and understanding in furthering Women's Institute work, including that of the Juniors and Homemaking Clubs. Appreciating the value of pleasant relaxation, and the fact that play is just as important as work in our lives, delightful entertainment was provided at all conventions. Eminent speakers with first hand knowledge of their subjects added grace and distinction to every programme.

While all the conventions were largely attended and the districts well represented, there were a few districts which failed to send delegates. To keep in touch with the activities and workings of our great organization it is essential that every branch send at least one representative and the district its full quota of two, to the area convention. By taking a little thought, branches could plan for this event early in the year.

Tribute to the memory of Mrs. R. B. Colloton and sincere sorrow and regret at her passing were expressed by her many friends in every area.

(Contributed by Mrs. T. J. McDowell, President of F.W.I.O.)

**Fort William, Thunder Bay**—Had a travel meeting when facts were given about many cities in Canada and the Empire. Members and visitors were present from British Columbia, Nova Scotia, Quebec, England, Scotland and many parts of southern Ontario.